

From: ["Tapia, Cecilia" </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE:GROUP \(FYDIBOHF23SPDLT\)/CN=RECIPIENTS/CN=61621E8880144978A238A0C450221714-TAPIA,CECILIA>](mailto:Tapia.Cecilia@EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE:GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=61621E8880144978A238A0C450221714-TAPIA,CECILIA)

To: [Brooks](#)  
[Karl;Hague](#)  
[Mark;Hammerschmidt](#)  
[Ron](#)

CC:

Date: 11/20/2013 4:21:31 PM

Subject: Draft Ropeik Response

Attachments: [David Ropeik Proposal.docx](#)  
[Draft Ropeik Proposal Response.docx](#)

---

Here's a rough draft for your review/tweaks.

Thanks  
Cecilia

11/18/2013

Karl Brooks  
Administrator, US EPA Region 7  
11201 Renner Blvd.  
Lenexa, KS 66219

Dear Administrator Brooks,

I am honored by your interest in my assistance with the West Lake superfund project. The issues are complex both technically and emotionally, and each area requires unique expertise. I have a deep background in the psychology of risk perception, and how to use that knowledge to build the respectful and constructive relationships necessary to resolve controversial and emotionally charged environmental issues. I refer to this as 'risk relationship management', a more holistic approach to community relations than standard risk communication. I also have a reasonable level of knowledge about radiation risk, and extensive experience from my 22 years as an environmental journalist witnessing the passionate community concerns that Superfund sites evoke. I would be pleased to offer my unique background and expertise to help the EPA and the West Lake/St. Louis community work toward a safe, efficient, and acceptable remediation of the site.

Based on conversations with you and several of your staff, and my research about the history of the West Lake site, I propose to assist the EPA, Region 7, in two phases of work. First, I will deliver training and ancillary services in risk perception, risk communication, and 'risk relationship management', for three days in the middle of December, 2013. The dates and specifics of these trainings and services are to be determined, but they can include;

- Training for various groups of appropriate EPA staff about risk perception psychology, risk communication, and 'risk relationship management'.
- Strategic planning meetings with appropriate EPA officials discussing ways to establish constructive relationships with stakeholder groups interested in the West Lake site.
- Participating in meetings with members of the public, including the West Lake Community Advisory Group, regarding the site.

## FOIA Exemption 4

My fee for these services will be [REDACTED], which will include all professional services, preparation time and travel time, as well as all travel expenses.

As is clear to everyone, the West Lake site issue will go on for some time. In response to your expressed interest, I propose that our agreement stipulate a mutual interest in a second phase of work, by which I would to provide ongoing support to EPA Region 7 with the challenge of community relations regarding the West Lake site. The period and specifics of these services are to be determined, but they would include assistance with risk relationship management work including risk communication and other community relations efforts, participation in strategic planning discussions with EPA staff, as-needed advising, and in-person assistance with EPA interactions with the West Lake community, including serving as a moderator/facilitator at public meetings.

I propose that our initial agreement merely stipulate mutual interest in continuing services to be provided under Phase Two, with the details of that ongoing work - such as time period, services, and costs – to be determined some time soon after my work in December. The rate structure of my fees for Phase Two would be consistent with those in Phase One.

The West Lake site poses two forms of risk; the physical risk, and people's perceptions of and feelings about those risks. Both aspects are real. Both are complex. Both need active management, supported by unique expertise. I would be honored to help with the risk relationship management challenges of Region 7's work resolving the West Lake site.

Sincerely,

A handwritten signature in cursive script, appearing to read "David Ropeik".

David Ropeik

\_\_\_\_\_

[illegible]

1. [REDACTED]
2. [REDACTED]
3. [REDACTED]

